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WHAT IS CLAIMED IS:

1. An evaluation apparatus for evaluating activities of a plurality of groups to be evaluated, the apparatus comprising:

5 an inquiry unit configured to direct inquiries to the plurality of groups concerning activities, each of the activities include one or more attributes, performed by the groups;

an attribute analysis unit configured to examine
10 activity data included in responses received from the plurality of groups to which inquiries were directed, to analyze attributes that are used for the activities by the plurality of groups, and to generate attribute data that represent the attributes obtained as the result of the
15 analysis; and

an evaluation unit configured to evaluate, based on the activity data and the attribute data, values of the activities, the attributes and the groups, or the values of one or more arbitrary combinations of the activities,
20 the attributes and the groups.

2. The evaluation apparatus as claimed in claim 1, wherein the activity data include partner group data representing groups that have acted as partners for the activities, and activity contents data representing the
25 contents of the activities,

wherein the attribute analysis unit analyzes the activity contents data included in the activity data, and generates the attribute data representing the attributes of the activities, and

5 wherein, based on either or both of the activity contents data and the attribute data, and the partner group data, the evaluation unit evaluates the number of groups that are influenced by either or both of the activities and the attributes, and the magnitude and the range of the
10 influence, or the values of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

3. The evaluation apparatus as claimed in claim 1, wherein the activities are propagation of information,

15 wherein the activity data include information recipient data representing recipient groups of information and information contents data representing the contents of the information that has been propagated,

20 wherein the attribute analysis unit analyzes the information content data included in the activity data, and generates the attribute data that represent the attribute of the information that has been propagated, and

25 wherein, based on either or both of the information content data and the attribute data, and the recipient group data, the evaluation unit evaluates the number of

groups that are influenced by either or both of the information and the attributes, and the magnitude and the range of the influence, or the values of one or more arbitrary combinations of the number of groups, the
5 magnitude of the influence, and the range of the influence.

4. The evaluation apparatus as claimed in claim 1, wherein the activities are psychological activities,

wherein the activity data include object group data representing objects for the psychological activities, and
10 psychological activity contents data that represent the contents of the psychological activities,

wherein the attribute analysis unit analyzes the psychological activity content data included in the activity data, and generates the attribute data that
15 represents the attributes of the psychological activities, and

wherein, based on either or both of the psychological activity contents data and the attribute data, and the object group data, the evaluation unit evaluates the number
20 of groups that are influenced by either or both of the psychological activities and the attributes, the magnitude of the influence and the range of the influence, or the value of one or more arbitrary combinations of the number of groups, the magnitude of the influence and the range
25 of the influence.

5. The evaluation apparatus as claimed in claim 1, wherein the plurality of groups are either or both of the members and the organizations that include one or more components.

5 6. An evaluation method for evaluating the activities of a plurality of groups comprising:

directing inquiries to the plurality of groups concerning activities, each of which includes one or more attributes and is performed by a group;

10 examining activity data that, in response to the inquiries, are included in responses received from the plurality of groups;

analyzing the attributes that are used for the activities performed by the plurality of groups;

15 generating attribute data that represent the attributes obtained by the analysis results; and

evaluating, based on the activity data and the attribute data, the values of the activities, the attributes and the groups, or the values of one or more
20 arbitrary combinations of the activities, the attributes and the groups.

7. The evaluation method as claimed in claim 6, wherein the activity data include partner group data representing groups that have acted as partners for the activities, and
25 activity contents data representing the contents of the

activities, and

wherein the method further comprises:

analyzing the activity contents data included in the activity data;

5 generating the attribute data representing the attributes of the activities; and

evaluating, based on either or both of the activity contents data and the attribute data, and the partner group data, the number of groups that are influenced by either
10 or both of the activities and the attributes, and the magnitude and the range of an influence, or the values of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

15 8. The evaluation method as claimed in claim 6, wherein the activities are the propagation of information,

wherein the activity data include information recipient data representing recipient groups of information and information contents data representing the
20 contents of the information that has been propagated, and

wherein the method further comprises:

analyzing the information content data included in the activity data;

generating the attribute data that represent the
25 attribute of the information that has been propagated; and

evaluating, based on or either or both of the information content data and the attribute data, and the recipient group data, the number of groups that are influenced by either or both of the information and the attributes, and the magnitude and the range of an influence, or the values of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

9. The evaluation method as claimed in claim 6, wherein the activities are psychological activities,

wherein the activity data include object group data representing objects for the psychological activities, and psychological activity contents data that represent the contents of the psychological activities, and

15 wherein the method further comprises:

analyzing the psychological activity content data included in the activity data;

generating the attribute data that represents the attributes of the psychological activities; and

20 evaluating, based on either or both of the psychological activity contents data and the attribute data, and the object group data, the number of groups that are influenced by either or both of the psychological activities and the attributes, the magnitude of an influence and the range of the influence, or the value of

25

one or more arbitrary combinations of the number of groups, the magnitude of the influence and the range of the influence.

10. The evaluation method as claimed in claim 6, wherein
5 the plurality of groups are either or both of the members and the organizations that include one or more components.

11. A program for computer to evaluate activities of a plurality of groups to be evaluated, the program making the computer to perform a process comprising:

10 directing inquiries to the plurality of groups concerning activities, each of which includes one or more attributes and is performed by a group;

examining activity data that, in response to the inquiries, are included in responses received from the
15 plurality of groups;

analyzing the attributes that are used for the activities performed by the plurality of groups;

generating attribute data that represent the attributes obtained by the analysis results; and

20 evaluating, based on the activity data and the attribute data, the values of the activities, the attributes and the groups, or the values of one or more arbitrary combinations of the activities, the attributes and the groups.

25 12. The program as claimed in claim 11, wherein the

activity data include partner group data representing groups that have acted as partners for the activities, and activity contents data representing the contents of the activities, and

5 wherein the program further making the computer to perform the process comprising:

analyzing the activity contents data included in the activity data;

generating the attribute data representing the
10 attributes of the activities; and

evaluating, based on either or both of the activity contents data and the attribute data, and the partner group data, the number of groups that are influenced by either or both of the activities and the attributes, and the
15 magnitude and the range of an influence, or the values of one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

13. The program as claimed in claim 11, wherein the
20 activities are the propagation of information,

wherein the activity data include information recipient data representing recipient groups of information and information contents data representing the contents of the information that has been propagated, and

25 wherein the program further making the computer to

perform the process comprising:

analyzing the information content data included in the activity data;

generating the attribute data that represent the
5 attribute of the information that has been propagated; and

evaluating, based on or either or both of the information content data and the attribute data, and the recipient group data, the number of groups that are influenced by either or both of the information and the
10 attributes, and the magnitude and the range of an influence, or one or more arbitrary combinations of the number of groups, the magnitude of the influence, and the range of the influence.

14. The program as claimed in claim 11, wherein the
15 activities are psychological activities,

wherein the activity data include object group data representing objects for the psychological activities, and psychological activity contents data that represent the contents of the psychological activities, and

20 wherein the program further making the computer to perform the process comprising:

analyzing the psychological activity content data included in the activity data;

generating the attribute data that represents the
25 attributes of the psychological activities; and

evaluating, based on either or both of the psychological activity contents data and the attribute data, and the object group data, the number of groups that are influenced by either or both of the psychological activities and the attributes, the magnitude of an influence and the range of the influence, or the value of one or more arbitrary combinations of the number of groups, the magnitude of the influence and the range of the influence.

10 15. The program as claimed in claim 11, wherein the plurality of groups are either or both of the members and the organizations that include one or more components.